



## Executive Director/Director Non-Key Executive Decision Report

**Author/Lead Officer of Report:** Tom Hughes  
**Partnership Project Officer**

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**Report to:** Lisa Firth, Director of Place  
**Date of Decision:** 12<sup>th</sup> March 2020  
**Subject:** External funding from Sport England to implement This Girl Can in Sheffield

Which Cabinet Member Portfolio does this relate to? Place

Which Scrutiny and Policy Development Committee does this relate to? Economic and Environmental Wellbeing

Has an Equality Impact Assessment (EIA) been undertaken? Yes  No

If YES, what EIA reference number has it been given? N/A

Does the report contain confidential or exempt information? Yes  No

If YES, give details as to whether the exemption applies to the full report / part of the report and/or appendices and complete below:-

*"The (**report/appendix**) is not for publication because it contains exempt information under Paragraph (**insert relevant paragraph number**) of Schedule 12A of the Local Government Act 1972 (as amended)."*

### Purpose of Report:

- Sheffield City Council was invited to apply to Sport England (SE) for a grant of £100,000 for the purpose of implementing the This Girl Can Campaign in Sheffield in line with the national campaign. To help address the participation gap for women and girls in sport and physical activity.
- The Council have had confirmation that the application for a grant of £100,000 has been successful. The acceptance has been approved as required by the Council's decision making process.
- The grant would enable the Council to work with city and community

partners to engage women and girls in sport and physical activity.

- The Council would grant 3 People Keeping Well (PKW) anchor organisations £75,000 (to be split equally) and £25,000 would be spent within the Council.

**Recommendations:**

It is recommended that the Council approve:

1. To implement This Girl Can project as detailed in the report;
2. In consultation with the Executive Director, Resources or the Head of Strategic Finance that the Council will act as the Accountable Body for Sport England grant of £75,000 to 3 PKW organisations.

**Background Papers:**

- a) The Sport England Award Offer Letter and Grant Terms and Conditions Appendix 1

Lead Officer to complete:-		
1	I have consulted the relevant departments in respect of any relevant implications indicated on the Statutory and Council Policy Checklist, and comments have been incorporated / additional forms completed / EIA completed, where required.	Finance: Peter Carr/Sonya Oates
		Legal: <i>Janusz Siodmiak</i>
		Equalities: <i>Annemarie Johnston</i>
<i>Legal, financial/commercial and equalities implications must be included within the report and the name of the officer consulted must be included above.</i>		
2	<b>Lead Officer Name:</b> <i>Tom Hughes</i>	<b>Job Title:</b> <i>Partnership Project Officer</i>
	<b>Date:</b> <i>20/2/2020</i>	

## 1. PROPOSAL

- 1.1 The initial campaign in 2015 engaged 1.8m women and girls in Sport and Physical Activity and helped to address the disparity in the number of women and girls taking part in sport compared to that of their male counterparts.

We have delivered two iterations of the campaign previously. This project looks to build on the work of the first two campaigns. As an identified Core Cite Sport England approached Sheffield City Council to apply for up to £100,000 to help activate the campaign in the city.

The approach submitted was taken after consultation with key partners from across the city that will help be able to deliver on the outcomes of this project. These included Yorkshire Sport Foundation, National Centre for Sport and Exercise Medicine, Sheffield Hallam University and Voluntary Action Sheffield as well as internal partners here at SCC namely the People Keeping Well (PKW) Commissioning Team.

Previously we haven't delivered a community focused approach however the proposal this time round is to commission this work through the PKW team in order in order for local communities to build capacity at a local level to activate this campaign.

There are no match funding requirements for Sheffield City Council.

The proposed funding will be granted to organisations outside of Sheffield City Council to help deliver the project citywide.  
The proposal is that;

We will grant £75,000 to 3 PKW anchor organisations. This will follow a competitive commissioning process.

This will help the organisation recruit staffing resource (£18k) as well as some activation budget (£7k).

This will help to provide Venue Hire, Coach Provision, Equipment, Transport and Legacy Activity within the city and events for and on the back of the campaign.

£10,000 will go towards the marketing of the event and be spent internally with the Communications Team.

£5,000 will be spent with an external organisation monitoring and evaluating the campaign and £10,000 will be spent internally on the management and staff time for the project.

## 2. HOW DOES THIS DECISION CONTRIBUTE ?

2.1 The Sheffield City Strategy 2010-2020 sets out clear, high-level ambitions for achievement in Sheffield by all of the city's partners working together. The This Girl Campaign will be achieved through working closely with both city partners and external national partners including Sport England.

2.2 **The Director of Public Health (DPH) Service Plan** recognises that public health is about creating the conditions in which people can live healthy and meaningful lives for as long as possible. Economic prosperity, a good start in life, education, good work, housing and strong, supportive communities all play their part.

Improving the public's health and wellbeing is the responsibility of the whole of Sheffield City Council, as well as other organisations in the city.

The strands reflected in the DPH service plan recognises one of the key strands to achieving this is improving health and wellbeing and reducing inequalities. Nationally there is a significant gap between the numbers of males and females active. This project is directly aiming to reduce those inequalities.

2.2 The Council's Corporate Plan sets out directions and enables the Council to focus on activities in line with the following priorities:

### i) Thriving Neighbourhoods and Communities

Thriving neighbourhoods and communities means neighbourhoods where people are proud to live, with communities that support each other and get on well together.

It means places with access to high quality sport and leisure facilities, including green and open spaces. This Girl Can in partnership with city providers aims to support this.

**Places and spaces where people enjoy being** help to create thriving neighbourhoods and communities. Being able to access green and open spaces as well as leisure facilities has a significant impact on how people feel about where they live, learn and work; along with wider benefits to their overall wellbeing.

Having local organisations lead on this project will mean that local opportunities are designed and implemented for local people by local people.

### ii) Better Health and Well Being

In 2014 the Sheffield physical activity strategy, the 'Move More' plan,

was published by the National Centre for Sport and Exercise Medicine (NCSEM). The plan presents an ambitious aim for Sheffield to be the most active city in the UK by 2020 and offers a long term strategic vision for creating a culture of physical activity within the city.

Sheffield has a major public health programme in both primary care and local authority settings, along with a thriving voluntary sector. This has an emphasis on engaging the most disadvantaged groups through the Healthy Communities Programme. There is a significant track record of joint working between the public, private and third sector on health and physical activity related programmes and multi-agency working in sport and health on the public health agenda locally. This project aims to raise awareness, increase opportunities in the communities that need it.

### iii) Tackling Inequalities

The campaign will target Women and Girls across the city and help to tackle inequality and support individuals to overcome obstacles and achieve their potential. We will work with partners across our deprived communities who support individuals and communities to help themselves and each other.

## **3. HAS THERE BEEN ANY CONSULTATION?**

### 3.1 Consultation has taken place with city partners from the initial invite to apply in August 2019.

The network of partners that have been consulted include those listed below on how we best deliver this project within Sheffield;

Partners Included;

- National Centre for Sport and Exercise Medicine Sheffield
- Yorkshire Sport Foundation
- Voluntary Action Sheffield
- People Keeping Well Commissioning Team
- People Keeping Well Anchor Organisations
- Sport England
- School Sport Partnerships

With all partners and the wider network agreeing the proposed approach is the best way to deliver this campaign for Sheffield.

## **4. RISK ANALYSIS AND IMPLICATIONS OF THE DECISION**

### 4.1 Equality of Opportunity Implications

#### 4.1.1 The equalities impacts of this proposal have been considered through discussion with the Equality Lead and Partnerships, Sports & Health

Team Leader. It has been identified that there should be a positive impact on the health and wellbeing, particularly for women (aged 20+) in different neighbourhoods of Sheffield. It will also build capacity in the VCF sector. The commissioning approach will target areas of higher inequality and will look at how to make the engagement and activity accessible to all women. The performance monitoring will evidence how this will have positive impact.

## 4.2 Financial and Commercial Implications

4.2.1 The key features (not exclusive) of the Award Offer Letter are summarised as follows:

- The award of £100,000 is offered for the period 31/01/2020 – 31/01/2021.
- The clawback period is the period from the commencement date until the date that is one year after the completion of the Project.
- Sheffield City Council (SCC) must report expenditure to Sport England before 29/02/2021.
- Failure to meet the conditions set out in the Agreement risks the Award being reclaimed by Sports England.
- Complete the Award Acceptance, along with any other information requested by Sport England, one month from the date of the Award Offer Letter.
- Fulfil certain project conditions before any money is released.
- Any costs incurred prior to achieving certain project conditions will be the responsibility of SCC.
- Payment is made in advance on a six-monthly basis. Claims must be supported by evidence of spend and the appropriate claim forms used.
- Records are maintained, effective monitoring and financial management systems to control expenditure are operating to ensure that the costs of achieving the objectives, activities and milestones can be clearly identified.
- Partners used by SCC to carry out the project must adhere to the Terms and Conditions as set out in the offer letter. It is therefore recommended that a back to back agreement should be in place between SCC and its chosen partners.
- The Project Manager will need to read, understand and comply with all of the grant terms and conditions and the [Code of Conduct for Grant Recipients](#).

### Procurement

- All public sector procurement is governed by and must be compliant with both European Legislation and UK National Law. In addition, all procurement in SCC must comply with its own Procurement Policy, and internal regulations known as 'Contracts Standing Orders' (CSOs).
- Contracts Standing Orders requirements will apply in full to the

procurement of services, goods or works utilising grants. All grant monies must be treated in the same way as any other Council monies and any requirement to purchase/acquire services, goods or works must go via a competitive process.

#### 4.3 Legal Implications

- 4.3.1 The Council does not have a specific statutory duty to deliver the project, however, power to proceed is provided through the General Power of Competence in Part 1 of Localism Act 2011.

Under the General Power of Competence, the Council are permitted to do anything that individuals of full legal capacity may do giving the Council the power to take reasonable action it needs 'for the benefit of the authority, its area or persons resident or present in its area. This would include implementing the project as required by SE.

#### 4.4 Other Implications

N/a

### 5. **ALTERNATIVE OPTIONS CONSIDERED**

- 5.1 An original proposal was looked into delivering this project in house and increasing capacity internally. However with wider work taking place in Sheffield being to build capacity and utilise assets within community settings at a local level it was decided to commission this work out to the voluntary sector to deliver with SCC maintaining a project management role to coordinate the project.

### 6. **REASONS FOR RECOMMENDATIONS**

- 6.1 This preferred option enables the project to be supported by a wide network of city and local partners. This will hit the outcomes from Sport England around their This Girl Can campaign to increase participation and also to build resilience and confidence in the demographic group.

The intended outcomes are to;

- increase local visibility / awareness of TGC (Fit Got Real) – cities can decide on all women focus or specific target audiences
- build on local knowledge of audience (practical barriers and challenges) to influence
  - the way sport and physical activity is delivered to women
  - the way sport and physical activity is promoted to women

In addition we intend to have a women and girls steering group/network that will support the development of this project and ensure sustainable elements to this campaign for the city and individuals involved.

